

VESSEL EXAMINATION AND RECRUITING

- A. **PURPOSE.** Vessel Examination and Public Education are joint partners in the Coast Guard Auxiliary's goal:

1. To help educate the public in safe boating practices,
2. To assist the Flotilla in bringing qualified and dedicated members into the Auxiliary.

The Flotilla Staff Officer for Vessel Examination (FSO–VE) and all examiners should be an excellent source of bringing in new Auxiliary members.

- B. **PUBLIC IMPRESSIONS.** A first and lasting impression of the Coast Guard and Auxiliary is gained by the individual recreational boater through the Vessel Safety Check Program conducted by the flotilla under general direction of the FSO–VE.

- C. **GUIDE.** The following paragraphs serve as a guide in helping you accomplish the essential part of your duties involving membership recruiting.

1. Work closely with the Flotilla Staff Officer for Personnel Services (FSO–PS). Borrow a copy of the *MEMBERSHIP RECRUITING AND RETENTION GUIDE* (COMDTPUB P16794.12 series). Chapter III Recruiting Members tells you how and where most new members are recruited into your flotilla and what an important part you play in this vital program.
2. Keep the FSO–PS involved throughout the entire planning and execution phase of the Vessel Safety Check Program. Both of you should function as a team.
3. When setting up a Station or Boating Safety Booth, make certain the FSO–PS or some other knowledgeable member of the flotilla is present to answer questions about the Auxiliary and to distribute VE Handout Packets (see page E-9-3) which contain the *Join the U.S. Coast Guard Auxiliary* pamphlets (ANSC #3023). Check the attached reply postcard in the pamphlet for the address and phone number of the FC or FSO–PS.
4. When advertising your Vessel Safety Check Station at marinas and other public places, include the *Join the U. S. Coast Guard Auxiliary* poster (ANSC #3507). You can obtain these from the FSO–MA. Many flotillas combine the efforts of the PA, PS and VE to advertise the Stations and provide information on joining the Auxiliary.
5. A Marine Visitor (MV) can also play an important part in the recruitment of new members. The Flotilla Staff Officer for Marine Visitors (FSO–MV) and FSO–VE should encourage each MV to leave copies of the JOIN pamphlet (bearing a local address) with each dealer visited and request display of the JOIN posters. Make certain the FSO–PS's name, address and phone number are listed on the posters.

Enclosure (9) to COMDTPUB P16794.12B

6. A very important factor in successful recruiting is for Vessel Examiners (VEs) to be in proper uniform and to meet high standards of personal appearance. Examiners may be the first or only contact the public has with the Coast Guard or Auxiliary. The impression left by the Examiner may determine the public's opinion of the Auxiliary as a public service organization. Be professional in conduct, attitude and appearance.
 7. Chapter III of the *MEMBERSHIP RECRUITING AND RETENTION GUIDE* provides reasons why people join the Auxiliary. Remember, we do not want JOINERS. We want people willing to work in the flotilla and assist in our mission of safe boating. Prospective members must be informed they will be required to purchase at least the basic working uniform and actively participate in our programs.
 8. Please remember, there are many jobs in a flotilla. We need people to serve as Flotilla Staff Officers and assistants, become involved in mission activities, complete administrative tasks, give direct support to the Coast Guard and serve on committees. Most civilian skills are of use in the Auxiliary today.
 9. Ask the FC and FSO–PS to follow-up on those people who indicate an interest in joining. Mention to the boater that husband and wife teams (or other family member combinations) are very desirable and enhance fun while serving together. Discuss the opportunities for advanced training available to members of the Auxiliary.
- D. IDEAS. This guide provides only a few thoughts on how the FSO–VE, Vessel Examiners, FSO–MV and Marine Visitors can assist in the recruitment of new members for your flotilla and the Auxiliary.
- E. STAFF COOPERATION. Finally, work with all members of the flotilla staff. Be a working member of the Flotilla Recruitment Team. VEs and MVs are among the first members to come in contact with the public. Set the example in the professionalism of Vessel Safety Check, personal appearance and your interest and concern for boating safety. You can make a difference in how well your flotilla does in member recruiting. Your success will be reflected in how well your VE Program does in the future through the qualification of new members as VEs.

GOOD LUCK AND HAPPY RECRUITING!
THIS IS THE YEAR TO RECRUIT NEW MEMBERS.
YOU ARE ONE OF THE MOST IMPORTANT PEOPLE IN MAKING THIS YEAR A
SUCCESS!

VE/OP HANDOUT PACKETS FOR RECREATIONAL BOATERS

This is a project that should be initiated at the Division level and implemented by each flotilla. Materials should be decided upon and ordered in the fall of the year. During the winter months, materials for the packets should be assembled, collated and placed in individual envelopes or plastic bags for distribution to boaters assisted by Auxiliarists and vessel owners receiving a Vessel Safety Check. This is a good project to do before or after a division or flotilla meeting.

Each flotilla should maintain a stock of Handout Packets for the boating season equal to the estimated number of Vessel Safety Checks to be done plus 5 (or more) for each facility to keep on board. (Areas with year-round boating will need to determine their best time for ordering and assembling.) As the boating season progresses, more packets may need to be made.

SAMPLE MATERIALS LIST ANSC

Order #	Title of pamphlet
3006	Federal Requirements for Recreational Boaters
3015	Customer Information Line
3023	JOIN THE AUXILIARY
3028	PWC Owner pamphlet
3030	Getting Help on the Water
3031	Safe Boating Tips
3032	Know Before You Go
3034	You are Responsible
3037	Life Lines
4033	Environmentally Safe Boating Trip
4038	Help Us Protect

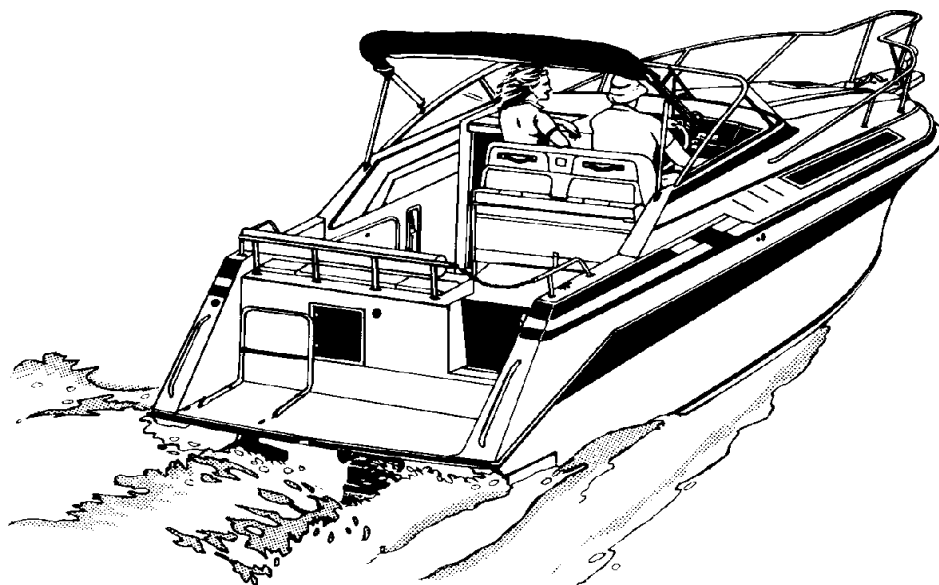
Additional items suggested:

State Boater's Guide

Division Brochure listing locations of all flotillas

Auxiliary business card of the member presenting the packet

BE A BETTER BOATER!



**TRAIN WITH THE BEST...
JOIN THE COAST GUARD
AUXILIARY**

FOR MORE INFORMATION CALL:

